

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:106

ANSWERED ON:15.07.2002

INDIA AS TOURIST CENTRE AT INTERNATIONAL LEVEL

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Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether the Government have prepared any draft policy for promoting India as a most liked tourist centre at International level;
- (b) if so, the features of the said draft;
- (c) whether the Government propose to launch a 'Tourist Card' scheme for foreign tourists; and
- (d) if so, the time by which a final decision is likely to be taken in this regard?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Department of Tourism, Government of India has announced a National Tourism Policy-2002 which, apart from others, attempts to position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.

(b): The National Tourism Policy broadly aims at the following:- Position tourism as a major engine of economic growth; Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism; Focus on domestic tourism as a major driver of tourism growth; Acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst; Create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture in partnership with states, private sector and other agencies; Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

(c): There is no proposal to launch a "Tourist Card" scheme for foreign tourists.

(d): Does not arise.